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Downtown Providence District Management Authority

Board of Directors Meeting Minutes

Thursday, October 21, 2010 - 8:30 a.m.

1. Roll Call

Chairman Gagliardi called the meeting to order at 8:35 a.m.

Directors present: Umberto Crenca, Joseph DiBattista, Wendy Doyle-Spatcher, Robert Gagliardi, Evan Granoff, Richard Lappin and Christopher Placco.

Ex-Officio Members present: Lisa Paratore.

Others present: Dan Baudouin, Executive Director of The Providence Foundation; Joelle Kanter, Program Director of The Providence Foundation; Frank LaTorre, DID Director of Public Space; Jonathan Hyuck, Grace Church.

Director DiBattista introduced Jonathan Hyuck, the new rector at Grace Church, who has been doing positive work in the downtown community.

2. City of Providence Update

The city's report was postponed until the next meeting.

3. Approval of the minutes for the September 16, 2010 meeting

Director DiBattista motioned to approve the minutes from the September 16, 2010 Board meeting. Director Granoff seconded the motion, and a roll call vote was held as follows:

Director Crenca yes

Director DiBattista yes

Director Doyle-Spacher yes

Director Gagliardi yes

Director Granoff yes

Director Lappin yes

Director Placco yes

Therefore the motion passed.

Dan Baudouin reported that the Downtown Improvement District has been advertising to fill Rose Durette's position and received more than 100 resumes altogether. Several candidates have been interviewed, and Dan is now conducting reference checks with hopes to hire someone in the next few weeks.

4. Financial Report

Monthly Financial Reports

Dan Baudouin presented the financials for September 2010. The

Statement of Financial Position shows the DID to be in a comfortable cash position with strong net assets and reserves.

The Statement of Operations shows that the DID has been on target with the overall budget, although marketing expenses are below budget. The Clean & Safe figures are different from those presented previously, because the budgeted numbers presented in April and May did not reflect increases in Block-By-Block's worker's compensation, unemployment, and liability insurance. Block-By-Block did not pass along an increase last year, but now, we are contractually obligated to take on these expenses for this year. Moving forward, we will include controls on future increases. We will also make sure that we know the forecasted rates before the next fiscal year begins.

This is the last year of Block-By-Block's contract. Dan Baudouin stated that Block-By-Block submitted a proposal to extend the contract for two years. The Staff and the Board will discuss this proposal in the next two months.

The Board reviewed Block-By-Block's documentation on hours and discussed the expected reductions in on-street hours due to increased costs. To balance this out, Dan Baudouin recommended talking to the police about adding more officers on the street.

The Board also reviewed tentative allocation for special projects

including \$15,000 for parking.

The September 2010 financials were accepted as presented.

5. Economic Development Joint Initiative

Dan Baudouin led a discussion about our economic development efforts, focusing on the areas where the DID and The Providence Foundation are taking a lead. A good tax policy meeting was just held, and the results were sent out. As a group, we will work closely with the new council and mayor, and we will continue to solicit partners from the private sector.

On Tuesday, October 26th, an office marketing meeting will be held with members of the Foundation and DID Boards, economic development officials and brokers.

6. Report from the Director of Public Space

a) Joint Economic Development Venture—Update on the Parking Initiative

Frank LaTorre reported on the first parking advisory committee meeting held on September 23rd with attendance from retailers, restaurants, the PWCVB, parking operators, and others. Frank has also identified 39 locations for new parking signs downtown, which will coordinate with the broader wayfinding program.

Frank also reported that he is working with the CVB to develop a parking website that they will host, as part of the customer-oriented parking program. The CVB will offer a link and design assistance, and we will develop the content. The marketing campaign will address incorrect parking myths and will incorporate comprehensive data from the city's recent parking study. We will also improve meter signage and will clarify the details of a holiday parking program.

Frank gave an update on the state sidewalk project, and said that he's encouraging the contractors at Hartford Site Construction to speed up their work. They will face penalties on May 1st if the work is not completed.

Frank has also identified locations for brick sidewalk repair that fall within a \$50,000 budget. That work may be completed before the end of the year.

b) VOTE to extend contract for one year with Jacavone Gardens, Inc. Frank LaTorre described the strong partnership between the DID and Jacavone Gardens. Last year, Jacavone held their prices, and this year, they are once again holding their prices except for a small increase in linings for the baskets. Chairman Gagliardi reminded the Board that Jacavone's original bid was significantly lower than other landscaping companies, and their service has been excellent. (Please see the attached pricing estimates for further details). Staff

recommended the extension.

Director DiBattista motioned to renew Jacavone's contract. Director Lappin seconded the motion, and a roll call vote was held as follows:

Director Crenca yes

Director DiBattista yes

Director Doyle-Spatcher yes

Director Gagliardi yes

Director Granoff yes

Director Lappin yes

Director Placco yes

Therefore, the motion passed.

7. Review Capital Equipment needs

The Board reviewed a projection of DID capital equipment needs over the next 5 years. We will continue to pursue grants to help us replace aging equipment, but in FY 2011, we will have to replace an aging truck with one that can pull large tanks of water. The money is budgeted in the capital equipment account. Chairman Gagliardi suggested that, in the future, we should also develop a five year operating budget.

8. Discussion and VOTE on purchasing agreement with RIPTA regarding Greater Kennedy Plaza and contract with the non-for-profit

Coalition for Community Development regarding services at Greater Kennedy Plaza.

Dan Baudouin described a recent request regarding Kennedy Plaza. RIPTA has agreed to fund \$39,800 for programming efforts within Kennedy Plaza, which have been organized by Deb Dormody through the Coalition for Community Development. The Coalition must provide RIPTA with a 20% match upfront that must have the same purpose as the rest of the funds.

RIPTA will make a voluntary contribution to the DID. The DID, in turn, would enter an agreement with the Coalition for Community Development (CCD) for marketing and programming. The DID will also receive \$1,000 from RIPTA for enhanced cleaning.

This will begin a more formal relationship between the DID and RIPTA and is in line with our plans to help sustain the Kennedy Plaza efforts. Information about contracts will be emailed to the Board for their comments prior to signing the agreement.

Director Lappin motioned to enter a purchase agreement with RIPTA and a grant agreement with the Coalition for Community Development. Director Placco seconded the motion, and a roll call vote was held as follows:

Director Crenca yes

Director DiBattista yes

Director Doyle-Spatcher yes

Director Gagliardi yes

Director Granoff yes

Director Lappin yes

Director Placco yes

Therefore the motion passed.

9. Marketing Report

Joelle Kanter reported on the fall 2010 newsletter, which was mailed out last month and included features on several new businesses within the district. She also mentioned the upcoming economic development marketing meeting on October 26th, and described recent PR meetings in Boston, conducted in partnership with the PWCVB. She has also been contacting marketing staff from other business improvement districts for advice about website upgrades.

10. Report from Block-By-Block

Block-By-Block is launching an email blast for clients that showcases best practices from around the country.

11. Other business

Frank LaTorre included copies of an October 18th Providence Journal article about Providence nightlife in the Board packets.

12. Adjournment

The meeting was adjourned at 10:00 AM.

Respectfully submitted,

Daniel Baudouin

Executive Director, The Providence Foundation

Joelle Kanter

Program Manager, The Providence Foundation